

Analysis of Marketing Strategies in Outpatient Services, Inpatient and Physiotherapy Services by Method Mix Marketing at Royal Prima Marelan Medan Hospital

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Abstract

The increasing number of hospitals every year causes competition between hospitals in providing health services to patients. Because that's the need to implement a marketing strategy. This study aims to analyze the marketing strategy of Royal Prima Marelan Hospital with the marketing mix strategy namely product, price, place/distribution, and promotion (4P). This study used a qualitative approach, this research was conducted at Royal Prima Marelan Hospital with time research was conducted from June 3 until completion. conducted by interviewing 14 informants, namely 1marketing and public relations management, 1 general practitioner, 1 head of administration, 1 head of inpatient room, 1 head of outpatient room, 1 physiotherapist, and 8 patients. Data collection techniques were carried out using interviews, data from hospitals and data from journals and books officially published in libraries. The data analysis that will be carried out is analyzing marketing strategies with marketing mix analysis. From the research results it is known that a specialist urologist and neurosurgeon are needed, and the number of nurses needs to be increased. The advantage of this hospital in the field of service products is that even though it is a type C hospital, it has quite a lot of specialist doctors. This hospital focuses on excellent trauma services, but still requires specialists in neurosurgery and urology. Royal Prima Marelan Hospital is also located on the side of the road which is very quickly accessible, but it needs to expand or expand the entrance and exit. In the field of promotion quite a lot and often done by the management and employees. However, more promotion is needed in the physiotherapy service product section.

Keyword: Hospital manangement, Marketing mix

INTRODUCTION

Management is a very important step for every individual and group (Barus, 2016). One of them is tadbir part of commerce, which is where gamak breeds from the will of people and the focus before passing on its needs (Sunyoto, 2019). Trade management can be applied in front of all universes because it drags down the analysis (Risah, 2022), planning, implementation, and completion of goods, virtues and ideas (Limakrisna, 2019).

From year to year the development of sick wards in Indonesia is increasing, which is marked by an increasing number of hospital estimates (Permenkes, 2020). Based on criticism from the Central Statistics Agency (BPS) since 2002 hanging up in 2021 (Amelia, 2014). It turns out that estimates sick wards in our space did take an estimated increase (Huda, 2022). Where near Perian 2021 it rose by 169.73% which was dominated by private sick wards (Mutiara, 2023).

From the estimation of hospitals that are increasingly creeping up the competition gets consumers increasingly lines as well (Sunyoto, 2015). For this reason, every sick ward must observe and see how trade can allow consumer pressure (Setianingsih, 2018). Marketing which number of laying eggs contains the number of observing customer insistence (Chalik, 2019). Giving birth to the destruction of the image of a sick ward (Asih, 2021).

For this reason, it is necessary to use marketing strategies for hospitals (Hair, 2018). Marketing strategy is a fundamentally planned tool in realizing goals development of company advantages in market competition (Arismen, 2019). Marketing mix is the main business of hospitals that have a close relationship with patient behavior (Ramlan, 2022). Marketing mix is a combination of variables that can be controlled, namely product, price, place/distribution, promotion (Alma, 2018; Haeruddin, 2022; Yoga 2003).

Royal Prima Marelan Hospital is one of the type C private hospitals in Medan and is a reference for the community, especially the Marelan area of Medan City and the people of North Sumatra in general. The hospital is located on Jalan Marelan Raya Pasar II No.187, Rengas Pulau, Marelan, Medan City, North Sumatra. This hospital is fairly new because it has only been established for 4 years and the distance is quite far from the city. This hospital is a hospital that is growing quite rapidly by getting an increasing number of patient visits. Although it is fairly new and is type C private hospitals but have the advantage of a large number of specialists. From the development of the number of health workers, facilities and patient visit numbers, it is necessary to know whether the development is influenced by the marketing management system.

Based on the results of the interview, it was found that the reaction to visits by general patients and insurance patients from January 2022-April 2023 still thought that their visits were faithful at the hospitalization installation, as well as the roadside guard.

METHODS

This research is a qualitative analytical approach by obtaining data collection and in-depth interviews to obtain hospital information. This research was conducted at Royal Prima Marelan Hospital. Time this research was conducted from June 3 until completion. In this study, the population taken was 14 people, namely 1 general practitioner inpatient or outpatient, 1 head of management, 1 head of administration, 1 head of inpatient ward, 1 head of outpatient ward, 1 physiotherapist, 4 outpatients, and 4 inpatients. Triangulate informants according to the adequacy of knowledge and authority they possess. Informants consisted of: general practitioners, head inpatient nurses, head outpatient nurses, physiotherapists, general

patients, insurance patients, company patients, physiotherapy patients. Data was collected based on primary data, secondary data and tertiary data. Data collection techniques were carried out using interviews, data from hospitals and data from journals and books officially published in libraries. The data analysis that will be carried out is analyzing marketing strategies with marketing mix analysis.

RESULTS

Marketing Mix Analysis

a. Product

Royal Prima Marelan Hospital has a variety of service products, especially in inpatient, outpatient, and physiotherapy installations. Based on the interview results, this hospital is superior because it has a large number of doctors. However, it should be noted that the number of general patient visits and companies is dominant in accident cases, so it is necessary to provide neurosurgeons, urologists and other employees such as nurses and radiographers. So that the hospital's readiness to handle trauma and urology patients is getting better.

b. Price

The thing that is considered in determining hospital service rates is the cost operational, profit, rival and changing market desires. Based on the results of the interview, this hospital has been good in determining service rates as well as other checks because it follows market prices and considers income of people in the Marelan region. And for patients also do not become it matters if it really matches what they get.

c. Place/Distribution

A ministry building is a place to carry out activities such as service health. The Royal Prima Marelan Hospital building is still new and there are places and physical facilities that are used very well, but there needs to be expansion because it is expected that the number of patients will increase, it will require additional waiting rooms in outpatient installations. Registration and retrieval access the drug is still one path so it sometimes makes the patient uncomfortable waiting. For parking, it is quite spacious and in accordance with the number of inpatient room capacity.

d. Promotion

Based on the interview results, Royal Prima hospital is already very good promote its service products by being active on social media, sharing knowledge of disease and health promotion on social media as well as direct counseling in the company. Employees are also quite capable in their share promote programs inside the hospital and outside the hospital.

Mix Analysis Matrix

Variable	Excess	Deficiency
Product 1. Inpatient services stay and facilities 2. Inpatient services Roads and Facilities 3. Service in Physiotherapy	*"Our hospital, although type C, has quite a lot of specialists from type hospitals other C"* (Pgw 1) *"We have always focused on providing the best quality service we can provide and helping patients for we treat them like family"* (PGW 3) *"I'm quite satisfied with services provided and communication with nurses is also no difficulty as considered family"* (PSN 1) *"I think the facilities I get are in accordance with my needs during treatment"* (PSN2)	*"The health service guarantees we provide are not always promising because of the existence of limitations such as lack of specialists and other health personnel, but we always try our best to provide services best health with provide training or orientation to our employees at least 1 time a year"* (MHM) *"Because the most common cases are cases of work accidents and trauma, neurosurgery and urology specialists are needed and radiology officers"* (PGW 1) *"Some of our tools are indeed enough, but it seems that it still needs to be added because just in case of damage at least there are reserves such as wheelchairs, patient waiting chairs and ECG"* (PGW 3)
Price Doctor rates, drug costsand physiotherapy	*"We guide the provisions for service tariffs and others according to market prices and still estimate according to the average income of residents here. Even us often give discounts on packages in every program we offer, especially to partners us"* (MHM) *"The service fee is indeed determined by the management and in my opinion it is very suitable*	

	with market standards" (PGW3) *"For service and drug rates, I don't know the cost because the insurance pays, but for me it is in accordance with the service"* *"The cost of doctor services and other examinations for me is in accordance with what i get"* (PSN5)	
Place/Distribution Location and access points	The location of the hospital building and the layout of the room are comfortable and accessible: *"Our hospital place is quite strategic because it is in a densely populated area and companies"* (MHM) *"It is very strategic because of its position right beside the road, so it is easily accessible"* (PGW 4) *"This hospital is enough for me because of the cleanliness and tidy rooms"* (PSN 7)	*"The process of registering and taking drugs is still using one path only. So sometimes make patients wait longer"* (PGW 4) *"Even though they have made an appointment, patients still have to queue in one lane. So it takes time to carry out services at physiotherapists"* (PGW5)
Promotion Advertising in social media, banners, brochure, TV, radio	*"The promotion that we have done is quite complete in the form of promotion on social media, distribution of brochures, banner creation, or advertising other and direct word-to-mouth promotions and personal. And we are more active on social media because in this era there are more social users media"* (MHM) *"The promotion of our hospital is very sufficient because it is often done too,*	*"The physiotherapy service facility is still very new, and about the program for the development of services in the physiotherapy department I do not know for sure the picture, but it is in the planning stage"* (MHM) *"There needs to be more promotion about our physiotherapy facilities and the addition of beds"* (PGW5)

	and we employees also take part, especially in activities counseling" (PGW1) *"Employees often offer if there is a discount program, so I know and can share it with relatives and friends in need"* (PSN 6) *"I want to promote this hospital to friends and relatives because I think the service is very good"* (PSN1) *"This hospital often invites us to do medical check-ups or counseling in our company every time there is a discount program"* (PSN 3)	

DISCUSSION

Marketing management seeks to influence the level, moment and the nature of the demand will more or less help the company in achieve its goal. Based on research by Muhammad Farras Razin Prime, Sutopo Patria Jati, Septo Pawelas Arso, from the results of interviews with informants as a whole, information was obtained that in marketing mix analysis, Private Wing preparations still need to be more mature. preparation. Access constraints are still a problem in providing services. People become less interested in seeking treatment if access to service facilities is too difficult. At least there are public facilities available that can reach your destination easily. Next, it is necessary to think about the salary mechanism for specialist doctors. Specialist doctors are the main object in providing Private Wings (Prime, 2019).

Based on the results of researchers, Royal Prima Marelan Hospital has a variety of service products, especially in inpatient, outpatient, and physiotherapy installations. Based on the interview results, this hospital is superior because it has a large number of doctors. However, it should be noted that the number of general patient visits and companies is dominant in accident cases, so it is necessary to provide neurosurgeons, urologists and other employees such as nurses and radiographers. So that the hospital's readiness to handle trauma and urology patients is getting better.

Based on research from Prima Sari Putri, Nur Alam Fajar, Misnaniarti, from the results of interviews with informants as a whole obtained information that the implementation of the product mix is good, it's just that in general the decrease in the number of visits is due to the low number of EFAs in Prabumulih City, the application of the place mix has not been good, this is caused by because it is still not good in terms of aspects of distribution channels. Difficult access to hospitals is the main reason, the application of the price mix is good, this is considered from the aspect of affordability of paying patients, the implementation of the promotion mix is not optimal, but if judged by the effectiveness and efficiency, the promotional efforts made by the hospital are good because word of mouth promotion efforts do not require large costs, the application of the physical evidence mix has not been good, things this is because there are still aspects of physical evidence that are not good, the application of the people mix is good, because in this is because Mother Hospital already has a policy own personnel and have provided personnel who trained and in accordance with the field of midwifery and womb, application of process mix if assessed from procedures in addition, the hospital has done accordingly with the procedure. But if judged by the waiting time and the length of service, the time is long for a person patient (Putri, 2021).

Based on the results of Anggri nurkumala asih yesica devis' research, Aldiga Rienarti Abidin, it was found that there are still some health services that have not been available or not yet in PMC hospitals such as MRI and Hospital Services Future Plans will launch digestive surgery. From the results of interviews with visitors, patients' families and the community, it was found that the services provided by PMC hospitals were quite good, but they did not know the superior products available at PMC hospitals (Nurkumala, 2020).

Based on the results of Syamsinar's research, reski dewi pratiwi, Darmawati Junus, Nurmulia Wunaini Ngkolu, Ihsan Niku obtained the results that the strength possessed by the Regional Special Hospital (RSKD) in Sulawesi Province South in 2019, namely: Service Building, Health Service Tariff, Service Readiness. Weaknesses owned by Regional Special Hospitals (RSKD) in Sulawesi Province South 2019 namely: Hospital governance process, information technology, organizational culture. Patient complaints, namely: customer needs for BPJS health providers, people's purchasing power capabilities, networks Puskesmas as a source of referral, market. Threats: health technology, demands community. Marketing strategy on competition strategy in order to increase patient visits Physical outpatient namely: marketing strategy, market segmentation, marketing strategy targeting, positioning marketing strategy (Syamsinar, 2020).

Based on the results of Andi Hardianty Purnamasari's research, Nurhayani, Asiah Hamzah, Yusran Amir found that there is a relationship between product (type of service), place (service location), promotion (promotion of marketing communication), people (health workers), physical evidence (physical appearance), process (process / procedure service), with patient visits in the outpatient unit of Pertiwi Makassar Mother and Child Hospital (Purnamasari, 2019).

CONCLUSIONS

Based on the data from the research and after analysis and discussion, the author can conclude The conclusions of the research conducted are excess is royal Prima Marelan Hospital excels in service products with a number of many specialists, the cost of doctor services provided plus discounts on examination packages have been quite interesting, the location and layout of the room are very strategic and according to standards and the promotion carried out has been very varied and good. Deficiency is there is still a lack of nurses and radiology staff and the need for specialists neurosurgery and urology. And also the need for additional nurses, the need for expansion of waiting rooms in polyclinics, promotion in physiotherapy needs to be planned and focused immediately.

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